

# June Elvidge

Celebrated star of stage and screen, now appearing at Loew's Lyceum, will hold a public reception in our Millinery Department

**Friday**  
at 11:30 o'clock

A cordial invitation is extended everyone to be present and meet this brilliant little lady.

Millinery Department  
at 11:30 Tomorrow  
**Come!**



JUNE ELVIDGE

ABSOLUTE RELIABILITY  
**Goldsmith's**  
GREATER MEMPHIS' GREATEST STORE

## LIEUTENANT MURTHA OPENS OFFICE HERE

Lieut. Thomas R. Murtha, of Camp Gordon, arrived in Memphis Thursday and opened offices at the police station to receive applications for civilian officers' training camp at Camp Freeman, California.

arranged for offices for him at Central police headquarters. The office will recruit civilians in the draft between the ages of 18 and 45 for infantry training at Camp Freeman.

Lieut. Murtha's home is Pittsburgh, Pa.

## Your Government Says

Save fuel by using Metal Weatherstrips on windows and doors. Memphis Weatherstrip Co., Main 1298.

## DIAZ AND NAVAL CHIEF PROMOTED BY RULER

ROME, Nov. 7.—King Victor Emmanuel has promoted Gen. Armando Diaz to the full rank of general, and Vice-Admiral Paolo Thaon di Revel, former chief of the naval staff of Italy, to the rank of admiral.

Read News Scimitar Wants.

# OO--EE!

## Watch For Me

I'm Coming  
to Goldsmith's

## Saturday

I want to meet every little boy and girl in Toyland on Goldsmith's 5th floor. I have

## A Great Surprise

Something never seen in Memphis before, and souvenirs, too, loads of them.

See Tomorrow's Scimitar

Don't fail to come



Meet Me  
at  
Goldsmith's  
Saturday

ABSOLUTE RELIABILITY  
**Goldsmith's**  
GREATER MEMPHIS' GREATEST STORE

New Muff Forms  
at \$1.00 to \$4.50 Each

The newest shapes and styles of Muff Forms in great variety; nylon and barrel shapes, satin lined, plain and shirred; remodel your old Muff or make a new one for very little money; sizes for women and children at \$1.00 to \$4.50. (Main floor.)

THE BEST PLACE TO SHOP  
**Goldsmith's**  
GREATER MEMPHIS' GREATEST STORE

Begin Christmas Shopping NOW

The government requests that you do your Christmas shopping this month in order to relieve the congestion that usually occurs just before Christmas. It is a patriotic duty, and thousands have already begun their gift buying. Why not start today? Assortments are much better than you will find later.

# Now Comes the Climax

of This Greatest of all Millinery Sales

## Every Woman's Opportunity

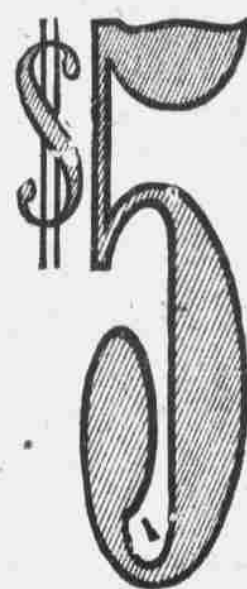
Finest Trimmed Hats at Still Greater Reductions

## Friday Only

Every remaining Hat of our two great sale groups featured at \$7.75 and \$8.75 for this one day choice \$5.00. Included in these groups are finest new

## Hats Worth \$20 to \$40

Models from such nationally known makers as Gage, Cecile, Rawak, Hyland, Cupid, Alsott and others, all the newest, smartest Mid-Winter styles. Be sure to get one.



Opportunity calls every woman to our Millinery Department Friday. Opportunity such as the women of Memphis have never had before. A sensational one-day clearance of finest hats at a price so ridiculously low as to be almost unbelievable. We have taken the two leading groups of our sensational Millinery Sale—those wonderful hats that were marked so astonishingly low at \$7.75 and \$8.75—and combined them in one great group for this Friday sale at \$5.00. Hats in these groups sold originally at \$20.00, \$25.00 and up to \$40.00. Among them are such well known makes as "Gage," "Hyland," "Rawak," "Cupid," "Cecile" and "Alsott." All the newest shapes and styles. All that remains of these two great groups offered Friday at the one price of \$5.00.

# 500 High-Class Winter Coats

## at Amazingly Low Prices

Money saving of the most sensational sort for every woman who buys her new coat at Goldsmith's Friday. Coats now selling elsewhere at \$25.00 to \$40.00 on sale here at \$19.75, \$24.75 and \$29.75. A very timely and important sale for every thrifty woman.

The season's noblest and most becoming coats—more than 500 of them—scores and scores of the newest and most popular models—wool velours, kerseys, meltons, burellas, plushes, etc.—plain and fur trimmed—some unlined, others lined with fine quality satin—belted and loose styles, newer pockets and collars—the very coats women are wanting now, and at dollars and dollars less than they expected to pay for them.

**\$25 to \$30 Cloth Coats for \$19.75**

**\$35 to \$40 Cloth Coats for \$24.75**

**\$30 to \$35 Plush Coats for \$24.75**

**\$35 to \$40 Plush Coats for \$29.75**

## Dresses

Worth up to \$35

A wonderful group of dresses, including Serge, Satin, Crepe de Chine and Serge and Satin combinations—up-to-the-minute styles, plain tailored, draped and braid trimmed—fine quality materials, superbly made—dresses sold regularly at \$25.00, \$30.00 and \$35.00; Friday only

## \$17.50



## Special Sale Stamped Goods

If you intend making gifts of embroidery you will be interested in this special sale of stamped goods Friday. Lots are small, most of the pieces are slightly soiled and for this reason prices are unusually low. Come early. (No phone orders can be taken.)

**24 AND 25-INCH LINEN CENTER-PIECES** stamped for embroidery (the linen is worth more). choice 50c

**9-INCH LINEN DOILIES**, stamped in neat designs for embroidery; on sale Friday, special. choice 5c

**CHILDREN'S GOWNS**, all made up of fine quality Nainsook, and stamped for embroidery; size 2 years only; special 50c

**BOUDOIR CAPS** in white, pink and blue, stamped for embroidery; choice of a number of designs; each 10c

**CORSET COVERS**, all made up of excellent quality Nainsook, stamped for embroidery; a great bargain at 15c

**TURKISH BATH TOWELS**, extra large size, with borders stamped in neat designs for embroidery; on sale Friday, special 50c

**MEDIUM SIZE TURKISH BATH TOWELS**, with borders stamped for embroidery; on sale Friday at the very low price of 25c

**PURE LINEN TOWELS**, with borders stamped for embroidery; an extraordinary value at 35c

**SMALL SIZE TURKISH BATH TOWELS**, stamped for embroidery; these will not last long Friday at the special price of 19c

**CHILDREN'S DRESSES** of fine quality white Plaque, completely made up and stamped in pretty designs for embroidery; special 1.00

**SKEIN FLOSS**, in all colors, on sale at, per dozen 5c

**BALL THREAD**, in all colors, on sale at, per ball 5c

**EIDERDOWN WOOL**, in light blue, brown and navy, on sale at, per hank 5c

**SAXONY WOOL**, in light blue, navy and scarlet; on sale at, per hank 10c

# Friday Money-Saving Specials

Values That Cannot Be Duplicated in Any Other Store

**\$3.00 Resewn Kid Gloves at \$1.00**

Special Friday Sale of women's factory mended kid gloves; about 1,000 pairs in the lot; sizes 5½ to 7; white and black; high class gloves that sold up as high as \$2.00, in this lot at, your choice, \$1.00. (Basement.)

**\$1.75 New Sateen Petticoats 98c**

About 250 Splendid Sateen Petticoats made of Mercerized Sateen, in pretty cotton foulard patterns, with wide ruffle flounce; regular \$1.75 garments on sale Friday only (limit, 2 to customer; no phone orders), 98c each. (Basement.)

**\$5.00 Wool Dress Skirts for \$3.75**

Special Friday Sale of Women's Dress Skirts. Including about 100 garments in various up-to-date styles; excellently tailored skirts of blue and black wool serge and fancy stripe skirting; regular \$5.00 and \$6.00 values, on sale at \$3.75. (Basement.)

**\$2.50 Union Suits Friday for \$1.75**

Celebrated "Haynes" make Union Suits for boys; fine needle ribbed, well shaped and perfect fitting; all sizes up to 16 years; regular \$2.50 values at \$1.75. (Basement.)

**\$1.50 Children's Dresses for 85c**

Splendid lot of Children's Gingham Dresses at a saving of near half; several attractive styles to select from, made of good quality gingham in pretty plaids and solid color combinations; sizes 2 to 8 years; regular \$1.50 values for 85c. (Basement.)

**\$1.98 Girls' Middy Blouses for \$1.23**

Buy the girls' Middies here Friday at a substantial saving; fresh new garments made of best quality bleached "Middy" cloth, all white or with colored collars; sizes for girls of all ages; regular \$1.98 values for \$1.23. (Basement.)

**\$3.75 Bed Spreads Friday for \$2.98**

A small lot of 40 white Crochet Bedspreads in this special Friday offering at 5c less than regular price; double bed size; cut corners, scalloped and heavy; regular \$3.75 values, on sale Friday at \$2.98. (Basement.)

**\$9.00 Fancy Plaid Blankets for \$6.98**

Good warm bed covering at a good deal less than regular price; the prettiest, softest cotton flannel blankets, look like fine \$10.00 wool blankets; warm and serviceable; fancy block plaids in all colors; on sale Friday, per pair \$6.98. (Basement.)

**35c Yd.-Wide Bleached Muslin at 24c**

Early shoppers in our Basement Friday will be able to buy bleached domestic at less than today's wholesale cost; yard-wide, soft finish muslin, worth 35c per yard, as long as 15 bolts last, per yard, 24c. Limit, 20 yards to customer; no phone orders. (Basement.)

**Genuine Pepperell Sheets for \$1.95**

For just 3 hours—3 to 12 o'clock—Friday morning we will sell full size, 81x36-inch, Seamless Bleached "Pepperell" Sheets, regular \$2.35 value, for \$1.95. Not over 4 to customer; 10 phone orders filled. (Basement.)

**\$4.00 Cotton Blankets Friday for \$2.75**

Here are regular 10-4 Cotton Blankets in white, gray and tan, sold regularly at \$4.00 per pair, on sale Friday only at \$2.75 per pair. (Basement.)

# Big Sale of Wash Goods Remnants

A great Friday Remnant Sale at savings you will appreciate. Nearly 2,000 short lengths of reasonable wash goods; such as gingham, percales, outings, fleecedowns, foulards, swasettes, crepes, etc., in desirable waist and dress lengths. Our entire season's accumulation of wash goods remnants on one big table Friday at substantially reduced prices. Thrifty women who desire materials for children's dresses, boys' blouses, shirt waists and house garments will be on hand early. (Second Floor.)